



HOLLISTER
CALIFORNIA

Viability of a No Tax Rate Increase Public Safety and City Services Continuation Measure

**Highlights of a Survey Conducted
in Winter 2016**

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FM3

**T H E
LEW
EDWARDS
GROUP**

220-4324

Survey Methodology

- 229 telephone interviews with voters likely to cast ballots in November 2016 in Hollister
- Interviews conducted January 12-February 6, 2016
- Interviews in English and Spanish and on landlines and cell phones
- Margin of sampling error of +/- 6.5% at the 95% confidence level
- Some percentages may not sum to 100% due to rounding



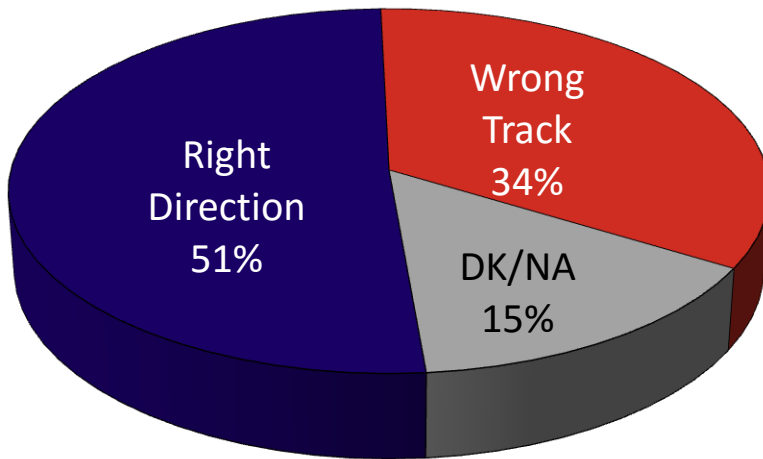
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Context

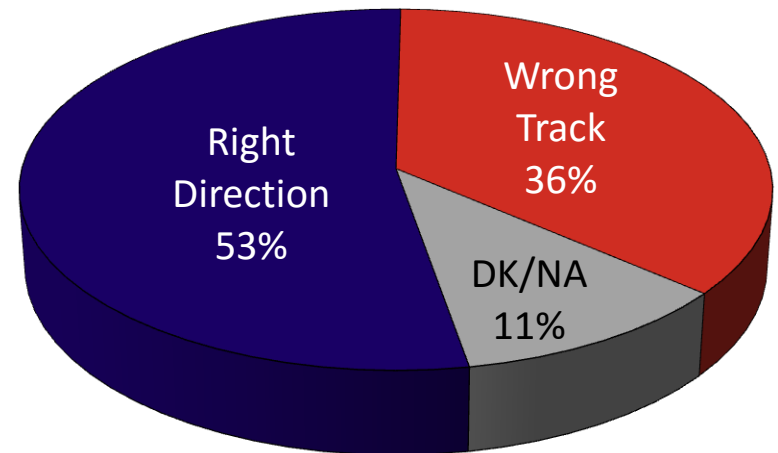
Half of respondents think San Benito County and Hollister are headed in the right direction.

In general, would you say that things in _____ are generally headed in the right direction, or do you feel that things are off on the wrong track?

San Benito County



City of Hollister



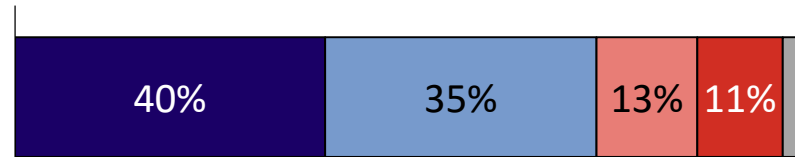
Hollister residents feel safe and believe City Government is transparent.

I would like to read you a series of statements that people have made about the City of Hollister. Please tell me if you believe it is accurate or inaccurate.

■ Very Acc. ■ Smwt. Acc. ■ Smwt. Inacc. ■ Very Inacc. ■ DK/NA

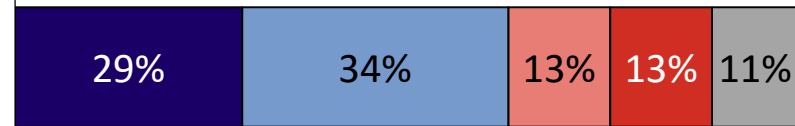
**Total
Acc.** **Total
Inacc.**

Residents of Hollister are safe in their city.



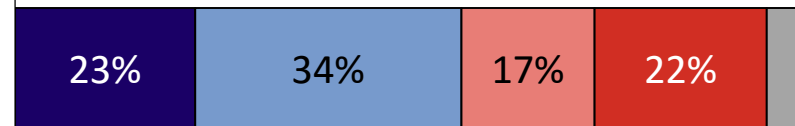
75% **24%**

The City has gotten safer in the last few years.



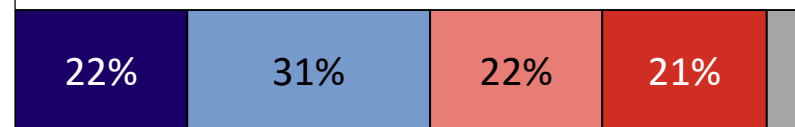
64% **26%**

I am confident that Hollister City government operates in a way that is open and accountable to the public.



58% **39%**

The City of Hollister provides adequate services and takes care of the needs of local residents.

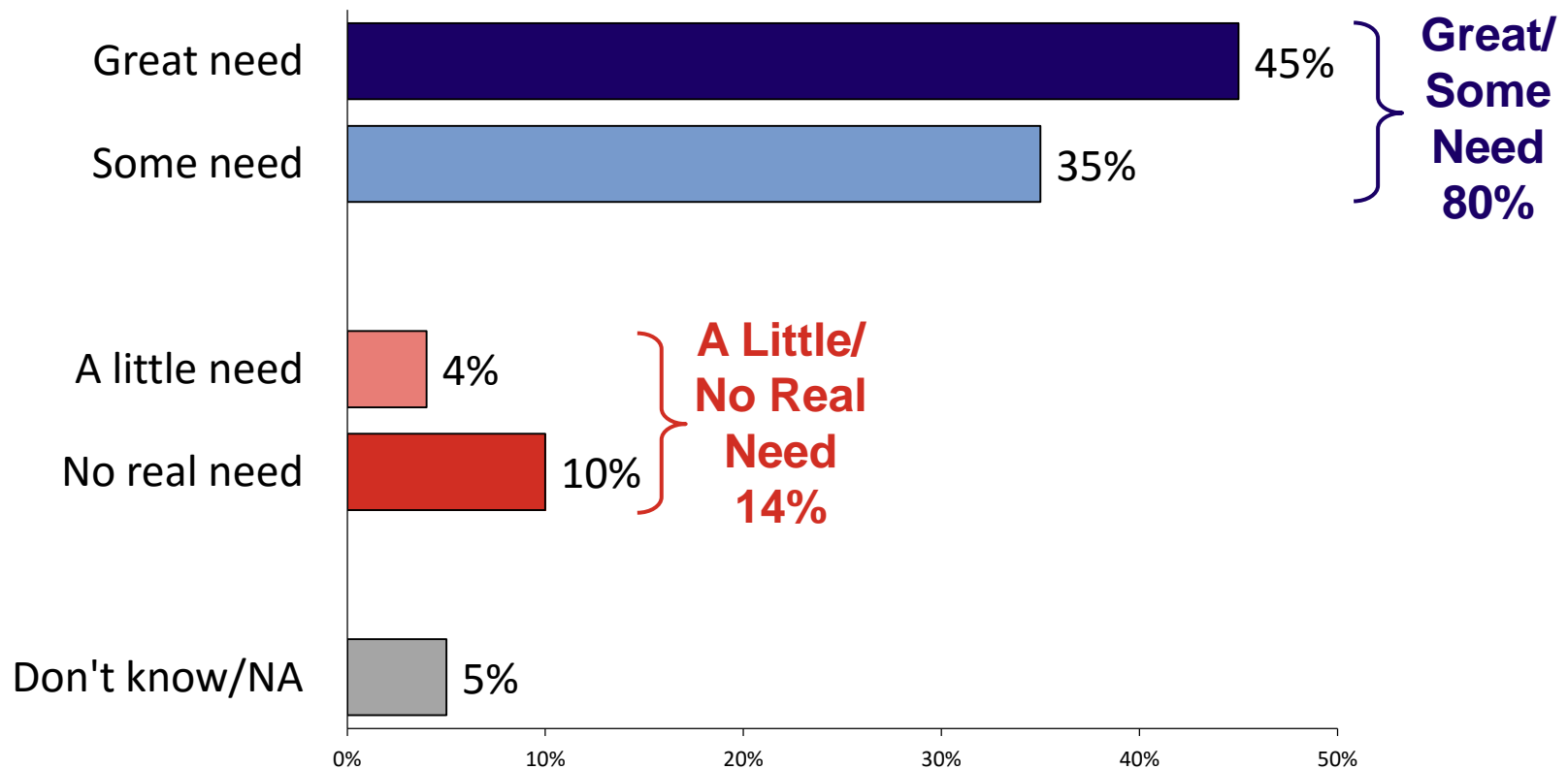


53% **43%**

0% 20% 40% 60% 80% 100%

Four in five respondents believe there is a need for additional funding.

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Hollister residents need and want?





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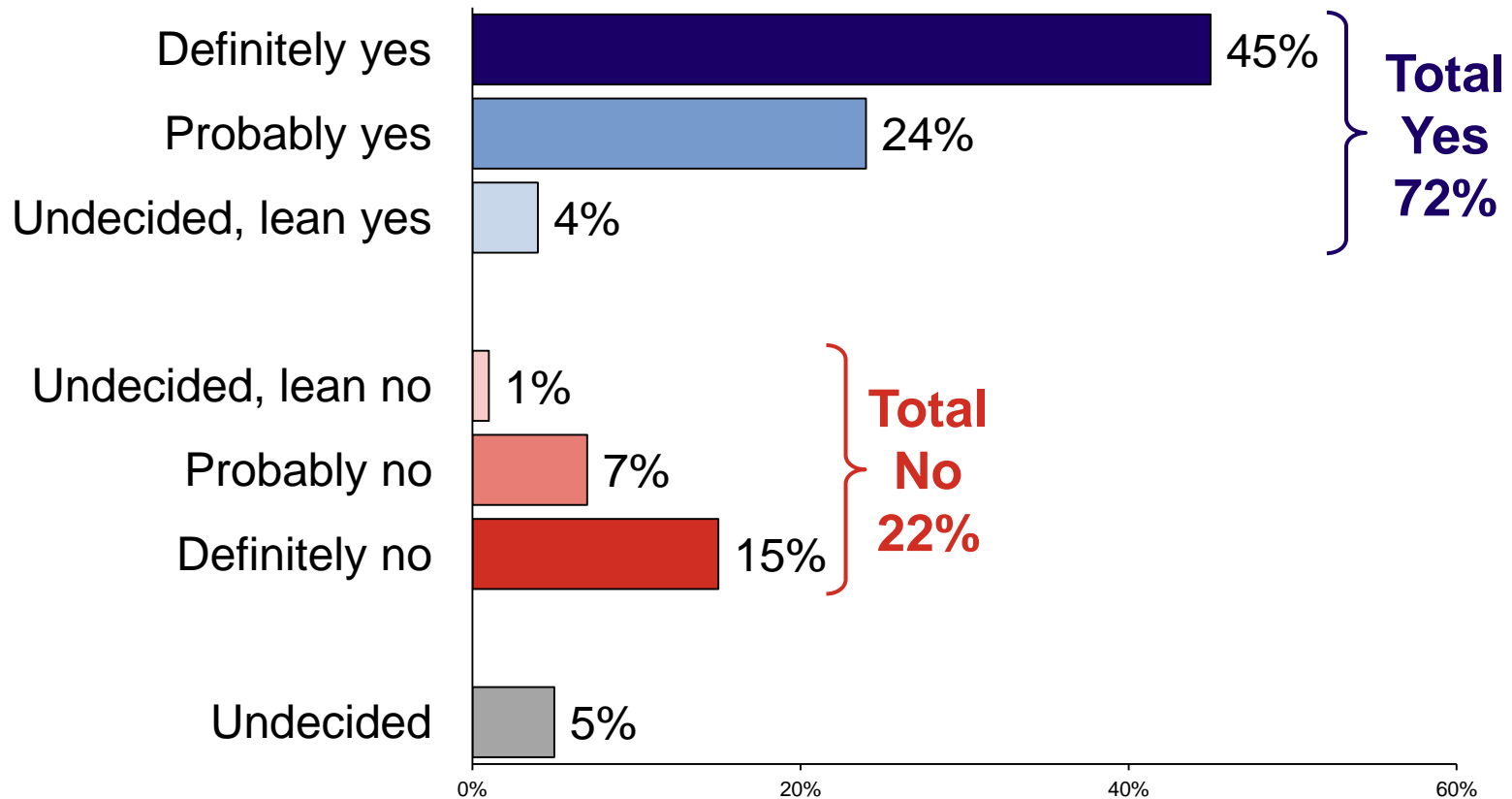
Viability of a No Tax Rate Increase Public Safety and City Services Continuation Measure

A conceptual ballot question was tested which was reviewed/approved by Special Counsel, which included the following potential concepts, among others:

- Keeping Hollister safe by preventing cuts to police and fire staffing and maintaining rapid 911 emergency response times streets
- Funding pothole repair, neighborhood police patrols, parks/recreation programs and other City services
- Continuing the existing voter-approved sales tax with no increase in rate
- Requiring citizens' oversight, annual audits, and local control of funds

Nearly 3/4s of respondents support the no tax rate increase measure (simple majority requirement) and stays consistently viable throughout the survey.

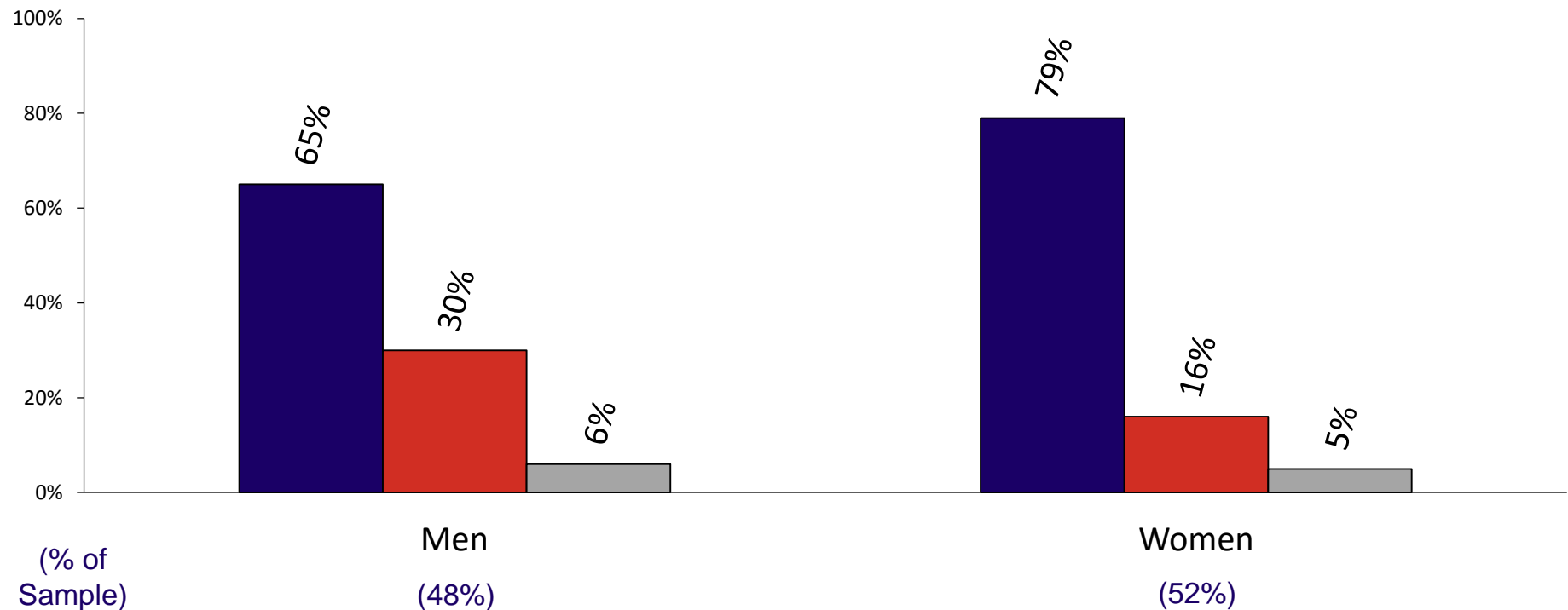
If the election were held today, would you vote yes in favor of it, or no to oppose this measure?



The No Tax Rate Increase Measure carries across gender.

Initial Vote by Gender

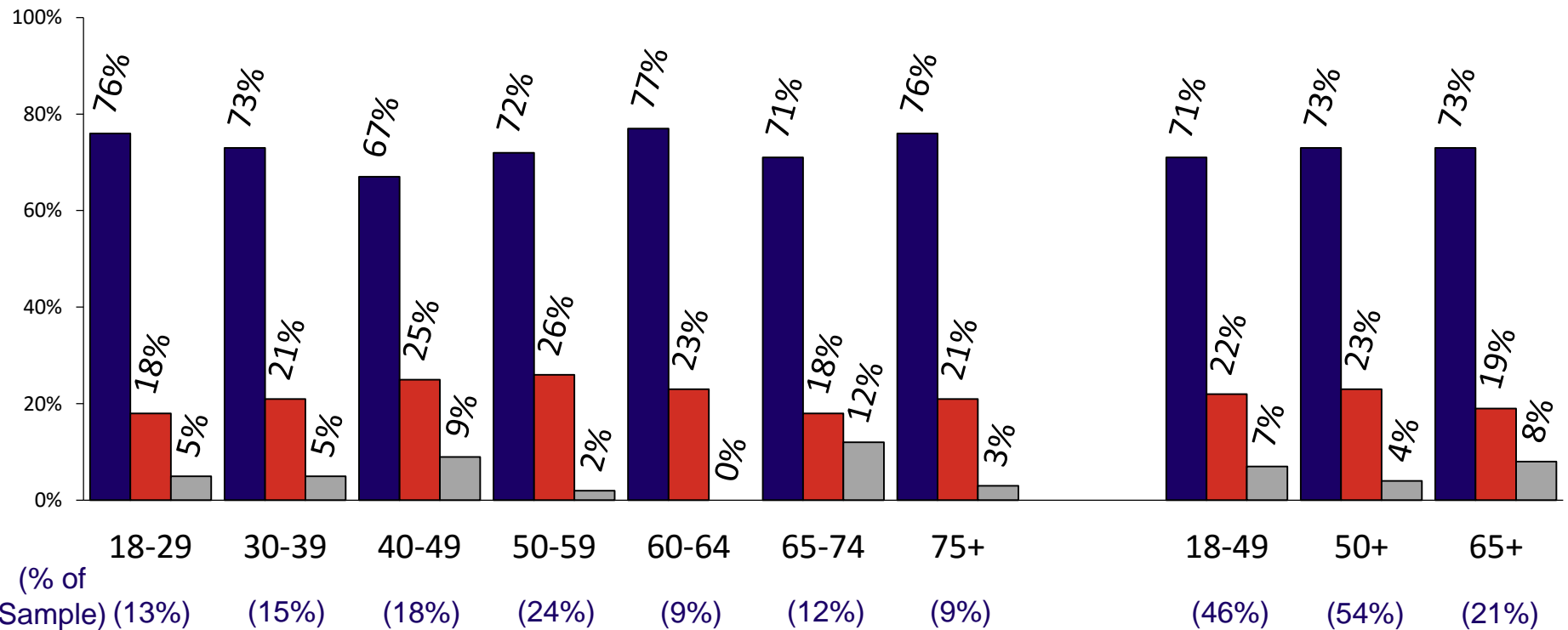
■ Total Yes ■ Total No ■ Undecided



There is little variation in viability by age.

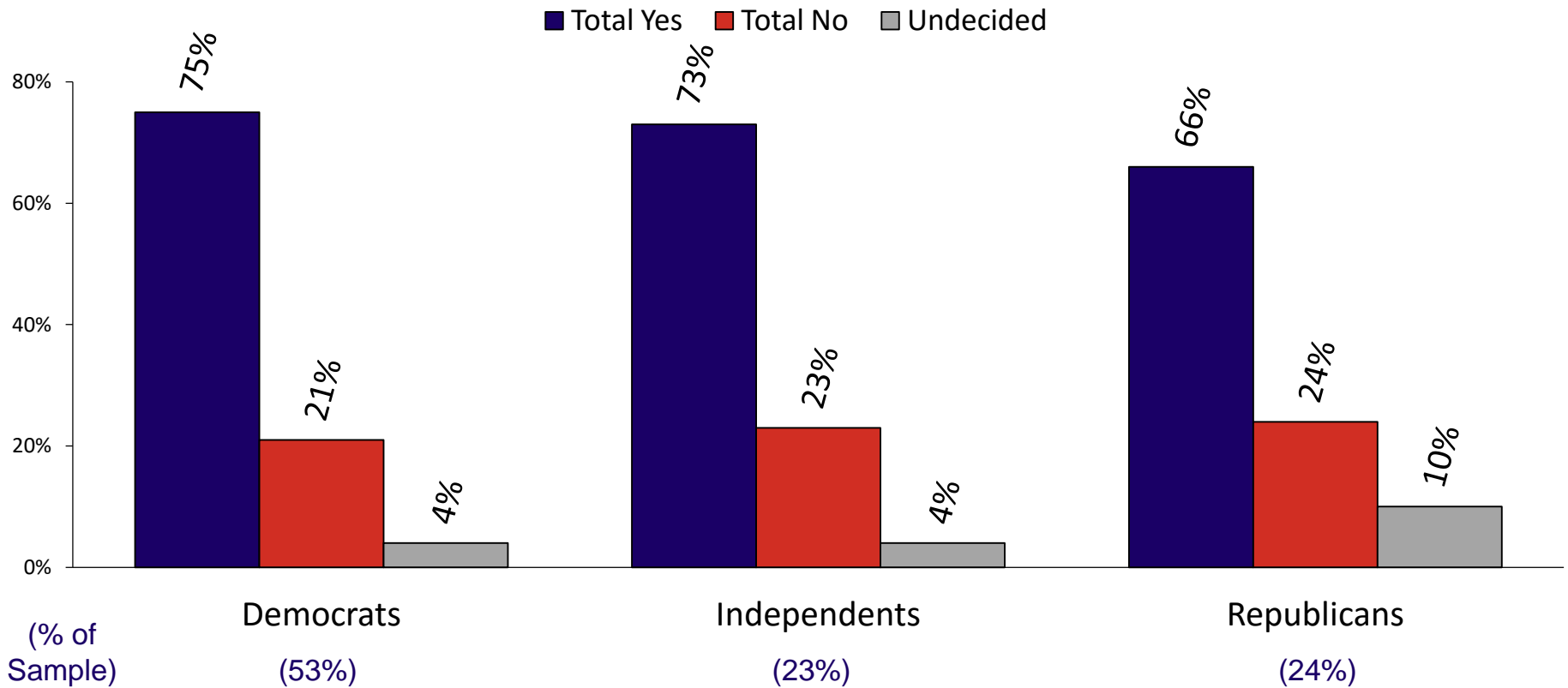
Initial Vote by Age

■ Total Yes ■ Total No ■ Undecided



The No Tax Rate Increase Measure carries across parties.

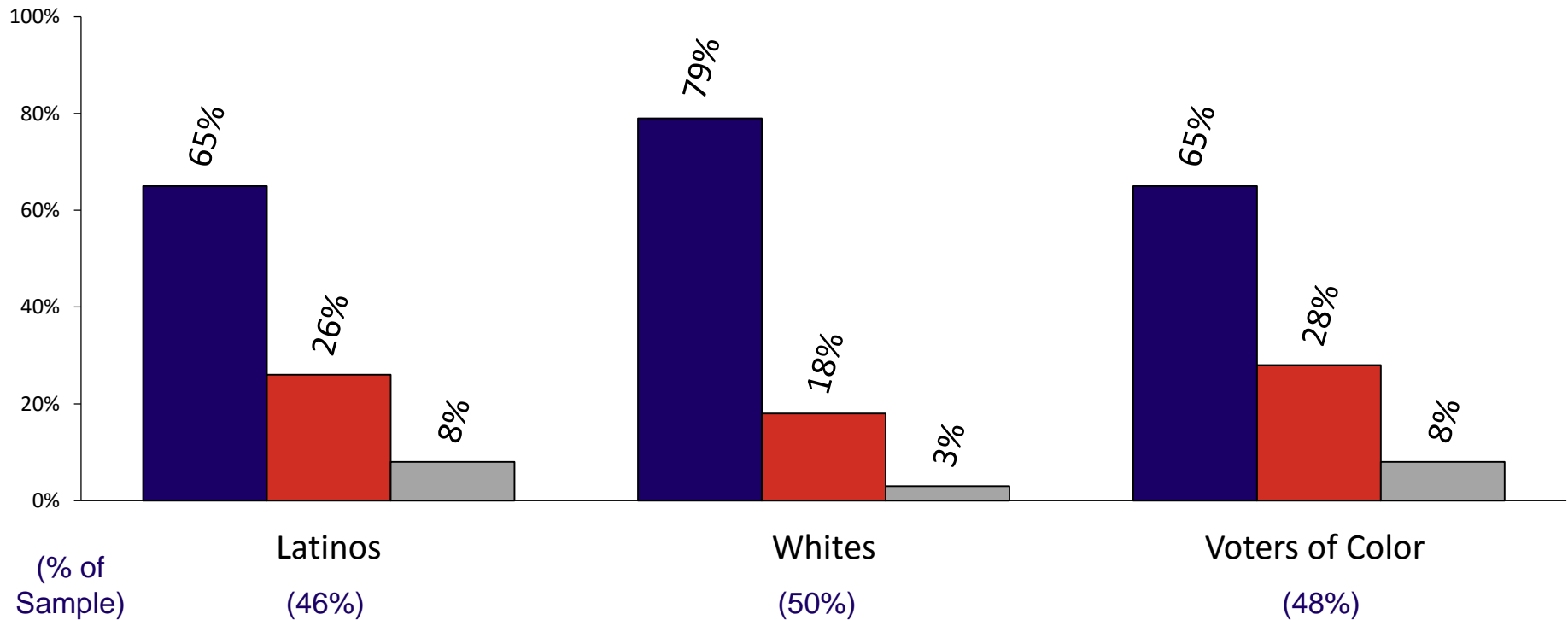
Initial Vote by Party



The Measure is also viable regardless of ethnic background.

Initial Vote by Ethnicity

■ Total Yes ■ Total No ■ Undecided

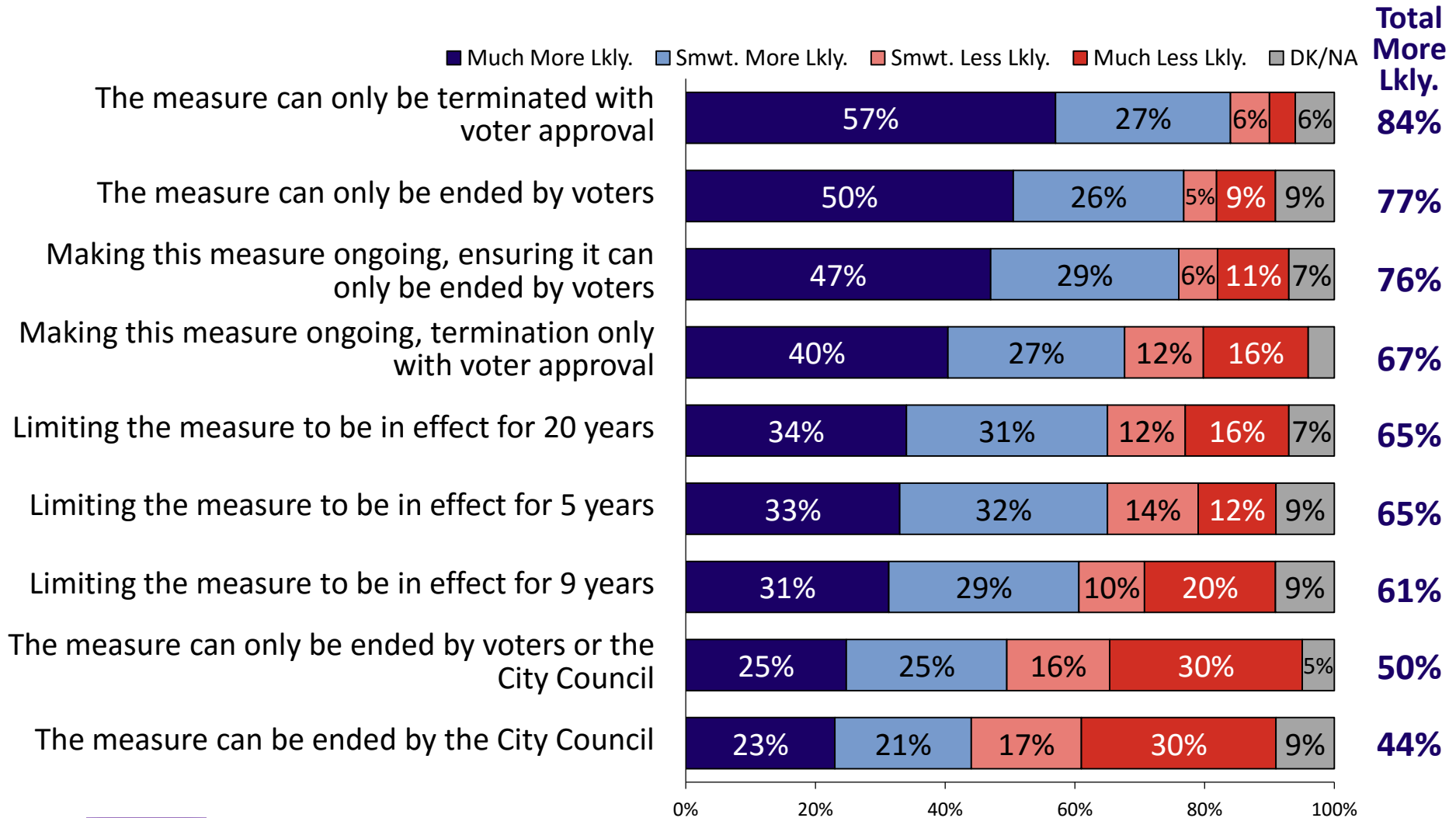




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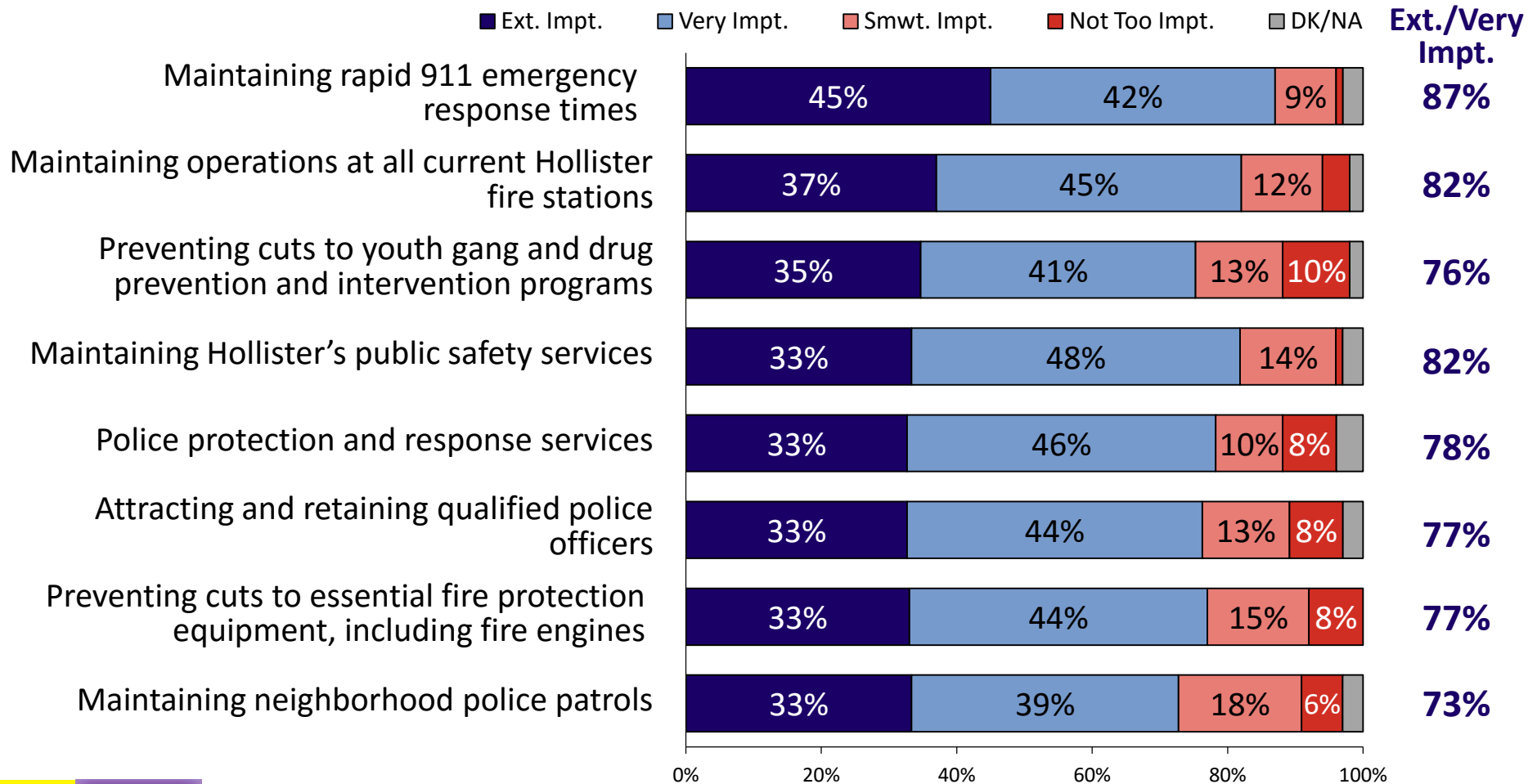
Structural Elements of the No Tax Rate Increase Measure

Respondents are most likely to support the measure if it can only be terminated with voter approval.



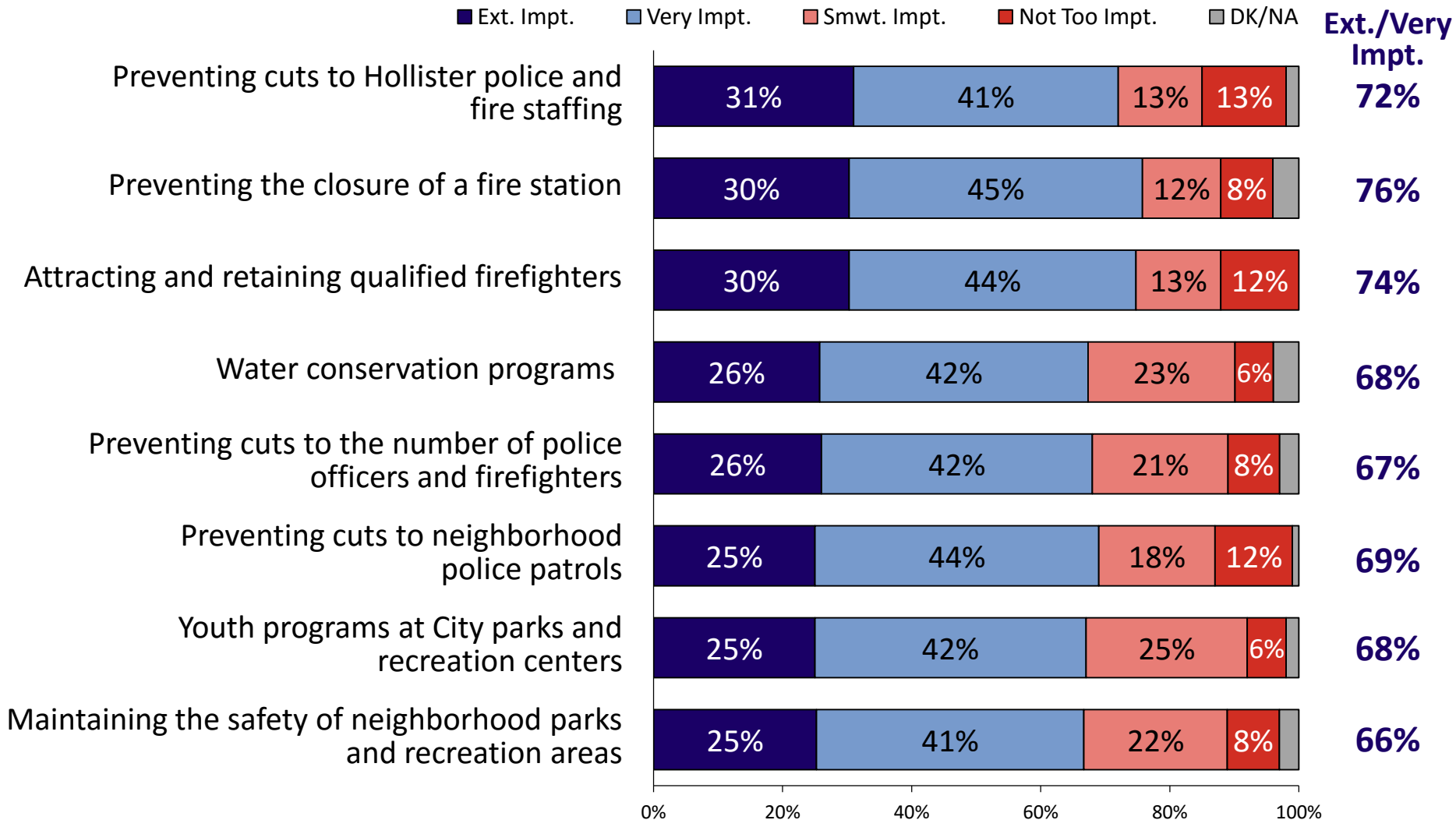
The final structure of the measure has not been determined. I am going to read you some possible provisions and funding mechanisms of this measure.

Respondents prioritize maintaining 911 emergency response times, operations at fire stations, and gang prevention programs.



I am going to read you a list of ways in which the funds generated by this measure have been, and could continue to be, spent. Please tell me how important each item is to you personally: extremely important, very important, somewhat important, or not too important.

Preventing cuts to police and fire staffing and preventing the closure of a fire station are also important.



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